CHAPTER **14**

Sport Programs and Professions

Questions

- **Have you ever dreamt of being a professional athlete?**
  - **What sport?**
  - **What is/was the appeal?**
- **Other than being an athlete, what sport-based professions interest you?**
- **Does your university or college have a strong athletic program? Do you attend games or events? Why or why not?**

Objectives

- **Explain sport participation trends change across the life span.**
- **Learn how youth, interscholastic, collegiate, and professional sport are connected.**
- **Learn about various professions related to sport, both as a player and a nonplayer.**

Children and Youth Sport

- **Many ways for children and youths to participate through informal and formal programs**
- **Balancing enjoyment and physical activity with skill development and competition is essential**
- **Informal participation at school and in community**
  - **Ensuring access to facilities and qualified coaches can be difficult.**
  - **Trends might be shifting away from formal participation.**

Youth Sport Organizations

- **National Alliance for Youth Sports (NAYS)**
  - **Ensures developmentally appropriate sport practices**
  - **Safe and accessible for all ages and ability levels**
- **Nonprofit organizations (community or school-based)**
- **For-profit organizations (clubs, academies, sport-specific camps)**

Risks of Youth Sport

- ***Early specialization:*** **Evidence-based recommendations for multiple-sport development until the age of 12 to 14**

- ***Lack of quality coaches:***
  - **Many youth sport coaches are well-meaning volunteers with little formal training in motor development and pedagogy.**
  - **Quality coaching is often limited to elite clubs or academies.**

- ***Overemphasis on elite performers:***

Recommendations for diverse opportunities for

Interscholastic Sport

- **High school sports are a major part of sport culture (and uniquely American).**
- **Participation by girls has increased exponentially.**
- **Public or private state-level organizations regulate competitions, eligibility, and scheduling.**
- **Funding ranges from state taxes to individual fundraising.**
- **Coaches might be certified teachers, but often they are not.**
  - **Organizations exist to develop coaches outside of higher education.**
  - **Sport organizations often have coach development programs.**

Collegiate Sport

- **A central part of the student experience (intercollegiate and recreational or intramural).**
- **Two main organizing bodies**
  - **National Collegiate Athletic Association (NCAA)**
  - **National Association of Intercollegiate Athletics (NAIA)**
- **Generates about $19 billion per year, yet for most colleges, expenses outpace revenues.**
- **Most universities/colleges have student recreation programs offering sports, fitness, competitive, and recreational opportunities.**

Professional Sport

- **Professional sport is fundamentally a business.**
- **Few make it to the professional ranks, and careers are short.**
- **Uneven distribution of capital: Owners and elite players earn most of the money.**
- **Created demand for nonplaying professions (e.g., coaches, athletic trainers, strength and conditioning coaches, media professionals, and administrators).**
- **Diversity among coaches and administrators does**

Organized Recreational Sport

- There is a large range of organized recreational sport.
  - Community leagues
  - Adult teams
  - Private competitions
- Sport types vary by region.
- Virtually all sports have an organized league.
- Some outlets are more social versus competitive.

Sport for People With Disabilities

- **Recent increase in the number of opportunities and athletes.**
- **Federal legislation created access to sport and physical activity for persons with physical and mental disabilities.**
- **Disability inclusion for a healthier lifestyle.**
- **Adapted sport and physical education more common in schools; working to expand into the community.**
- **Special Olympics and the Paralympics are two widely recognized outlets.**

Masters Sport

- **Increase in competitive outlets for adults 30 years and over with local, regional, national, and international competitions.**
- **The 2017 World Masters Games attracted 28,000 global athletes.**
- **Masters sport provides competition and social engagement, improving physical and mental health beyond competing.**
- **Also represent an example of sport's festive and enjoyable nature: serious competition during the event, but serious fun afterward**

Nonparticipant Involvement in Sport

- **Institutionalization of sport expanded scope of nonplaying roles.**
- **Such roles are vital to the organization and the ability to hold competitions.**
  - **Management and administration**
  - **Marketing**
  - **Sports medicine, conditioning, psychology**
  - **Media and journalism**
- **Increased prevalence of nonplaying roles led to the creation of university programs (e.g., Sport Management).**

Sports Medicine and Rehabilitative Sciences

- **Sports medicine and rehabilitative sciences involve the prevention and care of activity-related injuries.**
- **Sports medicine team**
  - **Athletic trainers**
  - **Physicians**
  - **Physical therapists**
  - **Sports nutrition**

Activity

- **Select a sport and investigate the requirements to become a coach. (*Hint:* Check national organizations' websites.) What knowledge or skills would this training provide beyond your college or university degree?**

- **Discuss how the sport experience differs for (1) the athlete with a disability, (2) the masters athlete, (3) the scholarship athlete, and (4) the child athlete.**

- **What nonplaying role in sport interests you?**

Summary

- **Sport culture extends throughout the life span.**
- **Various levels of competition exist, from recreational to elite professional.**
- **Sport consists of many playing and nonplaying roles, some requiring formal training (i.e., certifications, university degrees).**
- **Tasks/Assignments:**
- **Next Class:**